

**More Local Reach, Inc**  
**160 W. Camino Real, #179, Boca Raton, FL 33432**

October 24, 2011

The Honorable Julius Genachowski  
Chairman  
Federal Communications Commission  
445 Twelfth Street, S.W.  
Washington, DC 20554

Dear Chairman Genachowski:

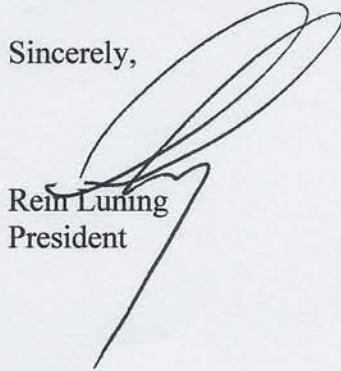
More Local Reach, a small company located in Boca Raton, Florida. We provide small to midsize companies centralized distribution of their business information to the top search engines such as Google, Yahoo, MSN and others as well as internet directories such as YellowPages.com. We help our customers eliminate the expense of having a web designer or Internet consultant navigate through the rules and regulations of the various search engines.

It is important to note that More Local Reach strongly supports the FCC's efforts to protect consumers from cramming. However, as a concerned business owner, we also strongly believe that third-party billing services are of great value to businesses and consumers. Thousands of businesses across the nation appreciate the benefits of third-party billing, as these services help to reduce administrative costs. Additionally, consumers are able to purchase a variety of services at competitive rates, consolidate charges onto a single bill, without having to open an additional line of credit.

As a result of third-party billing services, companies like ours have been able to offer our customers a flexible and hassle-free billing option that saves them time and money, which has helped us to remain competitive in an increasingly challenging market.

More Local Reach strongly supports measures of protecting consumers from cramming. However, we believe that this is best achieved through the implementation of reasonable measures. Banning third-party billing would unnecessarily harm businesses like ours, as well as consumers. Accordingly, your consideration in this regard is most appreciated.

Sincerely,



Rein Luning  
President